

CONNECTICUT INDUSTRY

MAY NUMBER



1928

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THE MANUFACTURERS ASSOCIATION
OF CONNECTICUT, INC.

Audits, Examinations and Special Investigations for Credit, Financing and General Purposes.

Special Department for Conducting Examinations of Banks, Municipalities and Financial Institutions.

Cost and Financial Systems Devised and Installed.

Federal and State Income and Inheritance Taxes.

Consultants in All Matters Relative to Accounting Procedure, Finance and Organization.

Hadfield, Rothwell & Soule

CERTIFIED PUBLIC ACCOUNTANTS

HARTFORD — BRIDGEPORT

— GENERAL PARTNERS —

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A Word of Explanation to New Friends

THE Manufacturers Association of Connecticut is a voluntary service organization made up of approximately 800 of the representative industries of Connecticut, which in turn employ approximately 225,000 workers and represent invested capital of over \$692,000,000.



The Association was incorporated in 1910 and has for its object the advancement of the interest and welfare of its manufacturers and of the State of Connecticut as a whole. It serves its members in all matters in which they have a common or an individual interest. It speaks for them before Congress, at the State Legislature, before the Interstate Commerce Commission, or wherever united representation is required. Through the medium of *Connecticut Industry* and a special bulletin service, it keeps members advised of matters of importance, whether this be in the field of human relations, federal or state taxation, transportation, research, power, national or state legislation, or any one of the hundred other subjects in which the manufacturer of today is keenly interested. Under the direction of its Board of Directors and its committees, composed of industrial leaders who give generously of their time to Association affairs, it is guided in the difficult problems which beset industry at every step and the ultimate and satisfactory solutions of which are so vitally important in a state as highly industrialized as is Connecticut. Over seventy prominent industrialists, each an expert in his field, serve upon these committees, giving the benefit of their wide experience to the membership at large, and in this self-sacrificing interest lies the organization's greatest strength.



It is the aim of the Association to be constructive and progressive and to help make Connecticut the best state in the Union industrially and every other way. In addition to serving its members, the information which it compiles on numerous matters of general public interest is available for the use of the state and for outside research organizations.

*Twenty three
modern freighters*
One East-One West
every four days

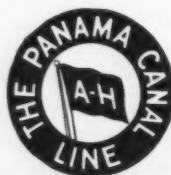


A modern fleet—the American-Hawaiian, offering service unparalleled in the Coast-to-Coast trade. Modern business has demanded such transportation. It must be dependable as well as economical. Goods must arrive when promised—on schedule and in perfect condition.

The reliability of the American-Hawaiian Steamship Company, the *Panama Canal Line*, has become traditional. Manufacturers have come to depend implicitly on this

famous line. They know that their products, regardless of bulk or value, will go to market at surprisingly low cost, safely and on schedule time.

No matter what your product—if you are manufacturing on the Atlantic seaboard for far-Western markets—



if you are producing on the Pacific slope for Eastern consumption—consign your shipments via American-Hawaiian. Here is service unsurpassed for frequency and regularity between Boston, New York, Philadelphia, Charleston and Pacific ports. Trans-shipment connections to all parts of the world. Investigate these facilities. There is an American-Hawaiian office in your city and one of our skilled representatives will be glad to help you with your traffic problems.

AMERICAN-HAWAIIAN STEAMSHIP COMPANY

"Coast-to-Coast Since 1855"

CONNECTICUT INDUSTRY

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IN THIS NUMBER

	Page		Page
OUR FOREIGN TRADE	2	A TRIBUTE	22
INDUSTRIAL GAS HEAT INSTALLATIONS	5	MARKETING AND MERCHANDISING RESEARCH ..	23
<i>By E. G. deCoriolis</i>		BY TELEPHOTOGRAPH	23
LABOR TURNOVER INDEX FOR CONNECTICUT ..	8	ALL SET TO GO	23
INDUSTRIAL NEWS AROUND THE STATE	9	AND IT REALLY HAPPENED	23
NEW MEMBERS	12	ASSOCIATION ENTERTAINS BOYS AND GIRLS	
IMPORTANT PRICE MAINTENANCE CASE	13	CLUBS	23
ANOTHER PRICE MAINTENANCE RULING	14	WHAT ONE COST SYSTEM ACCOMPLISHED	24
UPHOLDS FLEXIBLE TARIFF	14	M. A. C.'s VIEWS ON CURRENT NEWS	24
THE GREAT ADVENTURE	15	TRANSPORTATION DEPARTMENT	25
NOT ENOUGH LANDING FIELDS	20	SALES EXCHANGE	28
NEW AUTOMATIC TRAFFIC CONTROL	21	EMPLOYMENT	28

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OUR FOREIGN TRADE

Six weeks of hurried travel in north Africa, and southern and central Europe do not give one a sufficient knowledge of any subject pertaining to these sections of the world to speak with authority. However, we cannot but be impressed with the importance of our own country no matter how hard we try to depreciate our own civilization, advancement and industrial and commercial progress. Everywhere the American traveler goes he is certain to see the influences of American industrial genius. The American made motor car is fast replacing other modes of transportation. American produced oil supplies light and heat. American made sanitary appliances are changing the habits of Africans and Europeans. American food, clothing, and other necessities and luxuries bear the "made in America" stamp.

We are indeed a great exporting country. For the third successive year American exports, in 1927, approached the five billion dollar mark. Our exports in 1927 were 1% greater than in 1926, and since world prices in 1927 were lower, it is evident that the volume of exports was materially greater in 1927. Truly America while holding her position as an importing nation is steadily gaining as an exporting nation, but the distressing situation to the American traveler abroad is the absence of freight carriers flying the American flag. In conducting our nine billion dollar import and export trade we use foreign bottoms. No longer can the American in the ports of the world swell with pride at the predominance of American ships. Congress is giving due thought to the matter but in the ten years since the war it has done little but think. It should act.

Edmund Howard

Industrial Gas Heat Installations

By E. G. deCORIOLIS

Research Institute, Combustion Utilities Corporation, New York

THE readjustment of industrial operations made necessary by post war conditions has reflected itself to a marked degree in the field of heat application. Modern management is gradually coming to realize that there is no difference in principle between a heating operation and a purely mechanical one. They are both manifestations of energy put to useful work.

The outstanding difference in practice, however, lies in the method of applying heat energy as contrasted with mechanical energy in the average run of manufacturing establishments. Whereas the machine tool in line production has now become universally recognized and can be seen operating in even some of the smallest shops, the automatic furnace has yet to be given such universal recognition. The heat-treating departments to be seen in many otherwise modern plants indicate all too clearly that progress along these lines has yet to be achieved. The Manufacturers Association of Connecticut, in furthering the conferences which it is holding jointly with Yale, is taking a marked step in the right direction.

The modern gas furnace is a tool for affecting, through the application of heat energy, the surface, the interior structure or the composition of an object or substance in the process of transforming it into usable form. If viewed in this, its proper light, what should be the shape or construction of this tool in order that it may fulfill its purpose most efficiently and economically? Manifestly the operation of this tool will involve the application of some other form of energy to feed and dis-

charge it. Should we resort to labor we would be applying energy in its most expensive form. Therefore, insofar as possible we should substitute for it mechanical energy. This is exactly what constitutes the modern gas furnace. It is not a pile of brick work with some

burner stuck into it, but a complete unit embodying the best known applications of heat and mechanical energy. In other words, it is an automatic tool.

With this definition clearly recognized as the only one truly interpreting the facts, how should management proceed in putting the gas furnace to useful work in the plant? Certainly not by sticking it out in the backyard or in a dilapidated shed as a monument to the local brickmason's art and the plumber's engineering skill.

A machine tool is designed before it is built and its design incorporates the accumulated knowledge of years of

experience and development interpreted in the light of known scientific facts by competent engineers. Is there any conceivable reason why the furnace equipment necessary to perform the no less important heating operations of a manufacturing plant should be subjected to any different treatment?

The design of an automatic gas furnace involves a closely co-ordinated knowledge of the following factors:

1. Principles of combustion and combustion systems.
2. Application of correct burner equipment dependent upon the nature of the particular operation and the composition of the available gas.

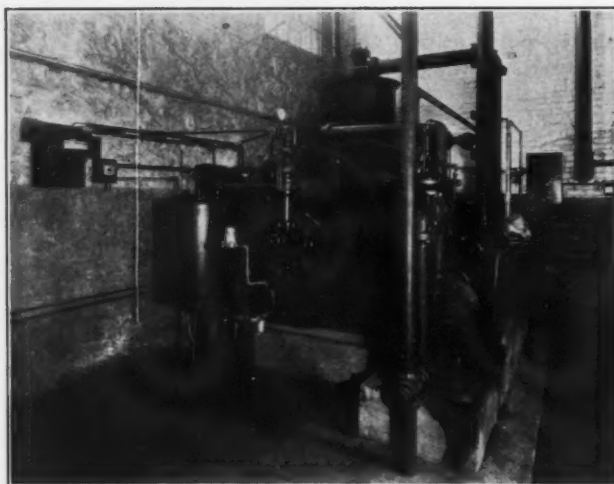
The second of a series of Heat Treatment conferences being held by the Manufacturers Association of Connecticut and Yale University took place at Mason Laboratory, Sheffield Scientific School, on March 21, the subject being, "Industrial Gas and Coke Heat."

Mr. deCoriolis' address, printed here, was one of many excellent papers presented at that time. All will be reprinted shortly in pamphlet form, similar to the report of the first, or "Industrial Electrical Heat Treating Conference," which has recently been mailed out to all members of the Association and others who attended that conference.

A third conference, on oil heating, will be held at a later date.



*Carburizing
Equipment at
the Hartford
Machine Screw
Company*



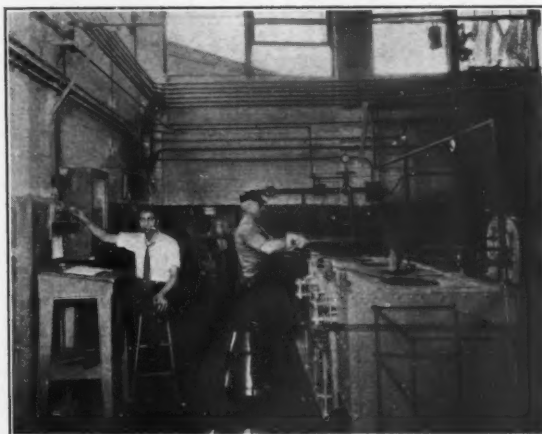
*Oil Gas
Generator
Installation
at Wallace Barnes
Company, Bristol*

3. Mechanisms of combustion control.
4. Effect of atmospheres on the particular product.
5. Mechanisms of thermostatic control.
6. Nature and behavior of refractories.
7. Nature and behavior of metals and alloys.
8. Mechanisms for propelling, conveying or otherwise handling the product.
9. Engineering principles of construction and assembly.

10. Complete understanding of the process and the product.

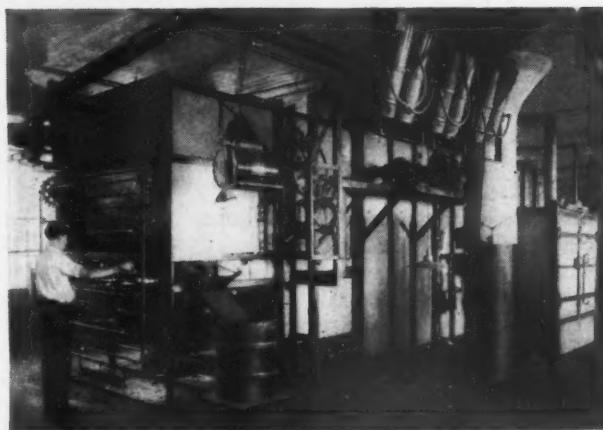
The increasing tendency of manufacturing plants to develop their own local engineering force has resulted in many such plants designing and building their own mechanical equipment, more particularly where it involves special features not embodied in standard and available machinery. Engineers thus called upon usually possess mechanical ability of no

*High Speed
Steel Hardening
Furnace at
the Geometric
Tool Company
New Haven*



*Crawford
Continuous Conveyor
Oven, Gas Heated,
at A. C. Gilbert
Company, New
Haven*

*Crawford Continuous
Conveyor Baking
Oven with
Automatic Dipping
Features, at Bassick
Company, Bridgeport*



mean order and are quite competent to cope with these problems. Starting from this premise, it has been presumed that they could extend their endeavors to the design of automatic gas equipment furnaces. On the whole, such attempts have met with no considerable degree of success.

Greatest progress has been made where there has been close cooperation between the specialists in the plant, fully conversant with the requirements of process and product on the one hand, and specialists in combustion who through their knowledge and experience of gas furnace construction and operation are best capable of interpreting these requirements in terms of correct and efficient equipment. In the long run we usually get what we pay for.

Before passing on to the consideration of actual gas furnace installations, a word might be said regarding automatic temperature control. This subject will be more fully covered by others and is only referred to here for the reason that there has been some talk about the inability of controlling gas furnace temperatures to within very close limits. Few of the lantern slides about to be projected will show temperature control equipment. Such equipment is taken so much for granted that photographs of these furnaces were made without emphasizing this particular feature.

Those familiar with correct gas furnace design and operations have seen too many straight line temperature charts to pay much heed to these instruments. The thermostat is an inte-

gral part of the design and so recognized. The recording chart is for use in checking up on plant operation. It is not intended as a check on the inherent performance of the furnace itself. The gas furnace equipment turned out by reputable manufacturers in this field has amply demonstrated its adaptability to the closest control of temperatures.

A word here as to the mechanics of construction would not be out of place. The gas furnace is essentially an assembly of metals and refractories. Its performance is necessarily predicated upon the ability of these materials to withstand the actual conditions of use and all too often of abuse. Great strides have been made within recent years in developing high temperature alloys and better refractories. Agencies are at work to still further improve these essential materials that will insure still better performance. Gas furnace design is moving as rapidly forward as these improvements will allow.

Again, other agencies are deeply involved in fundamental research, studying the effect of furnace atmospheres on the product under treatment. Essentially this research is attempting to solve the problems of industry itself and in a way that may well revolutionize some of the outstanding heating processes as now established. The importance of such activities in stimulating progress is of a compelling nature. They constitute an advanced step in welding the foundation for supremacy of the gas furnace in the field of industrial heating.

Labor Turnover Index for Connecticut

Breaking in new workers being admittedly expensive, labor turnover has a great bearing on manufacturing costs. On the other hand a low rate of turnover may not be altogether a healthy sign, but may point to the presence of costly deadwood. Reliable and comparable data on turnover, data by which an employer could match his experience against that of his community, his state or the country as a whole, would be decidedly desirable and valuable.

Until recently, there have been no figures available which a manufacturer could use in comparison over any wide area with any degree of assurance, principally because there has been no uniformly recognized method of compiling or presenting the figures. Neither has there been any uniformly accepted definition of terms. Lay-offs, for instance, are not consid-

ered turnover by some employers while others class a lay-off as turnover, the same as a discharge. Until all interested employers compile their turnover reports in accordance with the same undersanding of terms and according to the same method of arriving at an average, safe comparisons are naturally out of the question.

Dr. W. A. Berridge, of the Metropolitan Life Insurance Company believed that labor turnover reports, if they could be made comparable over wide areas, would be found distinctly valuable to the manufacturing executive. The differences in compiling and issuing such reports, coupled with the need for and the value of reliable data, led him to design a uniform report simple enough to be easily constructed

(Continued on page 20)



Fairchild Aerial Surveys, Inc.

AERIAL VIEW SHOWING PART OF THE SCOVILL MANUFACTURING COMPANY PLANT, WATERBURY

View of the Main Plant—West. The offices face the triangular green at the left. Further to the left and also in the center background are the general manufacturing units. At the extreme left are the hospital, girls' club, foremen's club and electrical and manufacturing laboratories. In the immediate foreground is the wire mill and to the upper right lie the rolling mill, West power house, etc.

Industrial News Around the State

NEW INDUSTRY DEVELOPS IMPORTANT BY-PRODUCT

The manufacture of fish meal for hog food and high grade fertilizer is becoming an important by-product industry at Groton. The Atlantic Coast Fisheries Corporation, which packs frozen fillet of haddock, and which has been in operation at Groton only a comparatively short time, has until recently shipped nearly all of its meal to Germany, where its value as hog food is well known. During the past month, however, three carloads have been shipped to eastern points in the United States, and as the product becomes better known, sales are increasing correspondingly. By the present manufacturing processes, fish waste is cooked

and the soluble elements removed, thereby producing a dry, odorless meal.

The heads, fins, skin, etc., of haddock are placed on belt conveyors and carried through a dumping pit to the fish-meal room, from where they are taken by galvanized conveyors and dumped into huge tanks where they are cooked. Paddles inside the tanks move the fish rapidly as steam from perforated pipes pours through it. The whirling process with the paddles is continued after the cooking is finished and the steam shut off, until all moisture is removed. When the tanks are opened there remains only a dry and brownish meal, entirely without fish odor.

The meal is dumped into a trough from the

bottom of which it is drawn by a vacuum through dampers to pipes below, and thence to a sifting machine, from which it is drawn by vacuum to the room where it is bagged.

RESIGNS FROM WILCOX CRITTENDEN

Francis A. Beach, treasurer and general manager of the Wilcox Crittenden Company of Middletown, has resigned in order to devote more time to the Middletown National Bank, of which he is president. Mr. Beach will continue as vice-president and director of the Wilcox Crittenden Company.

CONNECTICUT'S ENGINE DOES IT

It was a Pratt & Whitney "Wasp" engine that carried Dr. Luis Cuisinier and Charles A. Schiller from Seven Islands, Quebec, to Greenly Island, where they established the first contact with the marooned trans-Atlantic fliers. The plane they used was a Fairchild cabin monoplane, used for carrying mail between Canadian points.

BASSICK COMPANY ENLARGES BRIDGEPORT PLANT

The Bassick Company of Bridgeport, subsidiary of the Stewart-Warner Company of Chicago, has purchased the plant of the Columbia Phonograph Company on Railroad and Howard Avenues, Bridgeport.

The remodeling of the plant is already under way, to take care of the consolidation with the plants at Meriden and Newark.

NEW OFFICERS FOR ACME WIRE

The Acme Wire Company of New Haven has announced the retirement of its president, Victor M. Tyler, and the appointment of Thomas G. Nee of New York to succeed him. James W. Hook, president of the Geometric Tool Company, has been chosen chairman of the executive committee.

William G. Redfield, president of the New Haven Bank, has also been elected to the Board to fill the vacancy caused by the resignation of James E. Wheeler, and on the Board Mr. Nee succeeds James T. Moran, also resigned.

FRISSELL COMPANY EXPANDS

Directors of the Frissell Fabric Company of Middletown and Higganum have voted to purchase the F. & M. Fabric Company of Middletown and the machinery of the latter company has been moved to Higganum and will be in operating order shortly. The Frissell Company has over 1,000 braiding machines in operation at Middletown and has been dyeing its yarns at Higganum.

HARTFORD COMPANY DEVELOPS GLASS MACHINERY

A new electric melting furnace for the glass industry has been developed jointly by the Hartford-Empire Company of Hartford and the Corning Glass Works of Corning, New York.

The two companies have organized the Corhart Refractories Company at Louisville, Kentucky, which is manufacturing the new refractory blocks. The latter are so constructed as to give the more modern furnace three times as long a life as the furnaces now in use, and are the invention of Dr. G. S. Fulcher of the Corning Company.

The short life of melting furnaces has previously been a serious problem with the glass industry.

HAT COMPANY OPENS CHICAGO OFFICE

The No Name Hat Company of Danbury, manufacturers of fur felt hats, has opened a Chicago office, in charge of J. Rodkin.

HOLDING COMPANY FOR HAT CONCERNS

R. A. Holmes, vice-president of Crofut & Knapp, has announced the formation of a new holding company to be known as Cavanaugh, Dobbs, Inc., and to comprise Crofut & Knapp, Dobbs & Company, Inc., and other subsidiaries. Crofut & Knapp has been manufacturing for Dobbs & Company, and each company will continue operations as individual concerns.

KNIT GOODS TRADE ORGANIZATION

The knit goods manufacturers of New England, aided by the Research Committee of the New England Council, will form a New England knit goods association to exchange ideas and carry on research into the manufacturing and marketing problems of the industry. Two Connecticut manufacturers, E. B. Gaylord of the Winsted Hosiery Company, Winsted, and S. R. Hyatt of the American Hosiery Company of New Britain, are members of the committee on organization.

WINSTED FIRM ENLARGES

The Willhite-Squires Manufacturing Company of Winsted has been incorporated by B. F. Willhite, Mabel C. Willhite and Gladys E. Bull, of Winsted. The concern has been making chair parts for about six months, and has recently taken over the Carter and Hakes factory so that complete chairs could be manufactured. Bridge tables and chairs and other wood novelties are among the company's products.

CHANGE IN BRIDGEPORT OFFICIALS

Gilbert Goodridge, formerly manager of the manufacturing and engineering department of the Bryant Electric Company of Bridgeport, has left to devote his entire time to the Bead Chain Manufacturing Company of Bridgeport of which he is vice-president. Mr. Goodridge, who has been with the Bryant Electric Company for 34 years, will be succeeded by Benjamin P. McKinley, president of the Hemco Electric Manufacturing Company of Bridgeport, which is being acquired by the Bryant Company.

ROOT AND VEEDER MERGED

A merger of considerable interest to Connecticut manufacturers has recently been announced, following the news of the sale of the Veeder Manufacturing Company of Hartford, to Paine, Webber and Company, investment brokers of New York and Hartford, at an amount upwards of \$2,750,000. Immediately afterwards it was stated that the Veeder Company would be merged with the Root Company of Bristol. Both concerns manufacture counters and production will be continued at both plants. At a special meeting of the stockholders of the Root Company on April 24, it was voted to accept the offer of Paine, Webber and Company to purchase the assets of the corporation, pursuant to the plan for merging with the Veeder Manufacturing Company and at a later meeting of stockholders of the new company the officers and directors were elected.

J. T. Chidsey, president of the Root Company, was elected president, Ralph C. Coxhead of New York was elected vice-president in charge of sales at the Hartford division, and Graham H. Anthony, formerly vice-president and secretary of the Allen Manufacturing Company of Hartford, was elected vice-president in charge of manufacturing also at Hartford. Mr. Coxhead was formerly an advisory member of the Naval Consulting Board and of the Advisory Board of the Inventions Section of the General Staff of the Army. Since the war he has been president of Ralph C. Coxhead Corporations, distributors of Mercedes calculating machines in the United States and Canada.

The newly elected board of directors consists of the officers and the following: Fuller F. Barnes, Wallace Barnes Company, Bristol; C. T. Treadway, Horton Manufacturing Company, Bristol; C. D. Rice, Underwood-Elliott-Fisher Company, Hartford; David J. Post, treasurer of the Veeder Company; Curtis H. Veeder, president of the Veeder Company;

F. S. Chase, Chase Companies, Waterbury; C. B. Cook, Royal Typewriter Company, Hartford; Frank E. Wolcott, Beardsley and Wolcott Manufacturing Company, Hartford; Henry H. Conland, Hartford Courant, Hartford; Brooks Leavitt, of the New York office of Paine, Webber Company; V. Russell Leavitt, of the Hartford office of Paine, Webber Company and Lucius F. Robinson, attorney, of Hartford.

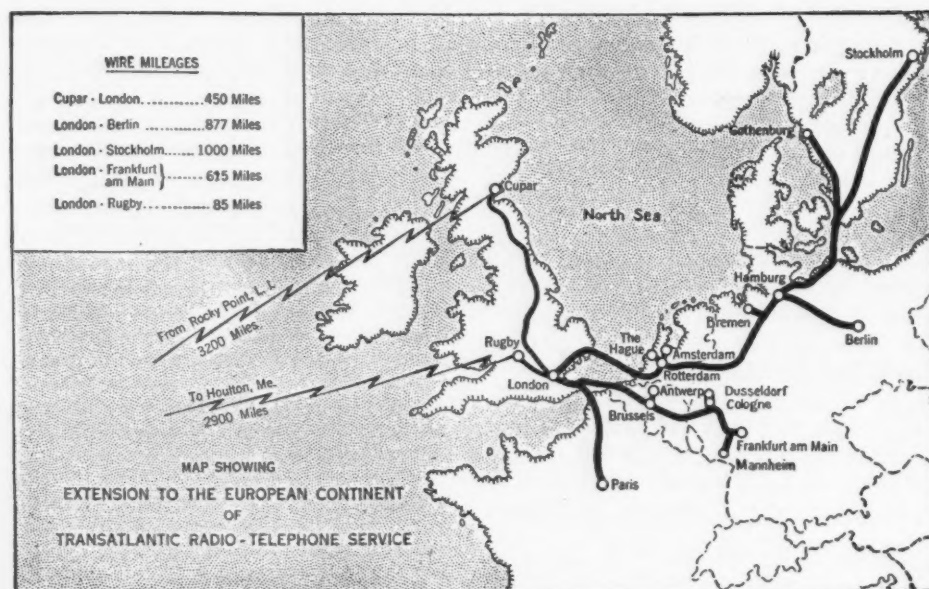
Both the Veeder and Root companies are long-established concerns of wide reputation. The Veeder Manufacturing Company was organized in 1895 with Curtis H. Veeder as its



JOHN T. CHIDSEY

head, David J. Post, treasurer, and Howard W. Lester, secretary. Bicycle cyclometers constituted the company's first product and at the present time it makes practically every type of counter, from delicate instruments which count blood corpuscles to a 700 lb. magnetic counter used to record population increase minute by minute.

The Root business was established in 1867 by Joel H. Root, for the manufacture of piano hardware. His son, the late Charles J. Root, who became the owner in 1885, invented the automatic counter which has been the company's



THE LINE IS BUSY!

With a constantly extending service, the use of the Trans-Atlantic telephone is becoming more and more an everyday event. Rates have been lowered and it now costs \$45 to talk three minutes between New York and London and \$15 for each additional minute. Any point in England, Scotland or Wales may be reached. To Paris, the basic rate is \$48.75; to Belgium \$48; to The Netherlands \$48.75; to Sweden \$51.75 and to Germany \$50.25. (Map courtesy of The Telephone News.)

major line since that time. Upon the death of Mr. Root in 1907 the C. J. Root Company was organized with John T. Chidsey as president and a few years later the name was changed to the Root Company. Since that time the company has added other lines of manufacture which now includes butts, hinges, stamping and special hardware, in addition to the principal line of automatic counters.

LAUNCHING CEREMONIES AT GROTON

The R-3, built by the New London Ship and Engine Company of Groton for the Peruvian government, was launched from the ways at the Groton plant on April 21. The submarine is of the Holland type, single hull construction and has accommodations for four officers and twenty-eight men. It is 200 feet in length, has a displacement of 800 tons and develops 14½ knots surface speed with a submerged speed of 10 knots. Power is supplied by two six-cylinder Nelseco Diesel engines also made at the New London Ship and Engine plant.

Mrs. A. G. Howe, wife of Admiral Howe, chief of the United States mission to Peru, christened the vessel and was accompanied by Mrs. Aubry, wife of Commander Aubry, Peru-

vian naval attaché to France, both having come to America especially for the christening. Mrs. Aubry will christen the R-4, to be launched probably in May, acting as the personal representative of Mrs. Leguia, wife of the president of Peru.

AMERICAN CHAIN SECURES INJUNCTION

The American Chain Company of Bridgeport has been granted an injunction by New York courts to restrain the Bethlehem Bumper Corporation from infringement upon bumper patents.

New Members

Since the recent publication of a list of new members, the following have also joined the Association:

New Haven Copper Company, Seymour; Atlantic Manufacturing Company, Milford; Dauntless Ship Yard, Inc., Essex; C. H. Dexter & Sons, Inc., Windsor Locks; Western Union Telegraph Company, Inc., Hartford; F. Berg & Company, Norwalk; Frank Parizek Manufacturing Company, West Willington; Kilborn-Sauer Company, Fairfield.

Important Price Maintenance Case

Federal Trade Commission Renders Decision in Test of Manufacturers' Right to Maintain Advertised Resale Prices

THE Federal Trade Commission has rendered an unfavorable report in the Waterbury Clock Company's price-maintenance case, all of which is of particular interest to manufacturers generally, who are watching the situation closely.

The case involved a new phase of price maintenance in which the company draws a sharp distinction between price-cutting of goods owned by a merchandiser and interference with trade-mark rights. Its case was heard in January and of it at that time Waldon Fawcett, in the Advertisers Weekly, had this to say:

"This week has brought the impatiently awaited defense of the Waterbury Clock Company and its subsidiary, the Ingersoll Watch Company, in what bids fair to be one of the most important tests yet staged to determine the right of a manufacturer to maintain his advertised resale prices. Edward S. Rogers, of Chicago, the well-known authority on unfair competition, is the spokesman for the watch advertiser. He has injected the utmost element of up-to-dateness by asserting that the Ingersoll plan, which has been challenged, is different from the Colgate plan, the Beachnut plan and other schemes of price maintenance already passed upon by the U. S. Supreme Court in opinions that were each, in turn supposed to be the last word on the whole subject. The Ingersoll case is not yet in the courts but comes in the form of a proceeding before the Federal Trade Commission. A number of circumstances combine to render the trial of exceptional interest to advertisers in general. The extent of the advertising, for one thing, that has been employed over a number of years to create a market for Ingersoll timepieces at standardized prices. Likewise, the fact that the Ingersoll people were among the first marketers, as they have been among the most persistent, to make an issue of price protection. More than these considerations, though, are the unusual measures which Ingersoll has invoked to sustain prices.

"At heart, the Ingersoll case rests on the right of the advertiser to bring pressure to bear upon distributors to conform to advertised prices by means of standing instructions to

traveling and city salesmen. The instructions to salesmen, which constitute the chief evidence, are as follows:

"What we cannot do:

1. We cannot enter into an agreement, direct or implied, with any dealer to maintain our prices, nor can we get dealers to agree among themselves to do so.
2. We cannot threaten a dealer that if he does not maintain prices we will not sell him, nor allow him to obtain our goods, etc., nor can we threaten him that we will bring suit against him if he cuts prices. Any such threats would be considered an attempt to obtain an agreement.
3. We cannot organize a system to report price-cutters by asking other dealers to report them, nor by asking you to report on such cases, except as will be stated hereafter.

"All of the foregoing are considered agreements or the use of cooperative methods in fixing prices and restraining trade.

"What we can do:

1. We can announce to the trade and the public a list of "suggested resale prices."
2. We can state that these are the prices at which we expect our products to be sold and that this is one of our policies.
3. We can refuse to sell direct to any customer for any reason or for no reason.
4. We can point out to a price-cutter the fact that his course is damaging both to himself and his fellow merchants and to ourselves and that it would pay him better not to cut prices. It is set forth in the Ingersoll defense that the Company does not maintain a list of price-cutters or anything in the nature of a blacklist. It is admitted, though, that the watch manufacturer does receive from time to time from salesmen, or customers, or from public advertisements, unsolicited information that this or that dealer is cutting prices. The Company acts upon this information, that a given dealer is selling Ingersoll watches below the advertised price, by sending to the price-cutter a form letter of remonstrance.

"The dispute falls back upon the advertiser's right to print upon cartons, order blanks, and bill heads a notice which sets forth that any dealer having on hand a stock of Ingersoll watches, which for any reason he wishes to dispose of, may exchange them without expense for duplicate watches without the name Ingersoll which he may deal with as he sees fit as long as he does not advertise or sell them as Ingersoll products.

"Thus the judicial appraisal will be focused — and it will be the first time this specific issue has been so joined — upon the reasoning that is original with the Ingersoll Company, that a dealer may cut prices on goods he owns to his heart's content but cannot tamper with the rights of another in the latter's trade mark. The Ingersoll people have stressed this ingenious theory repeatedly in hearings before Congress.

"One brand new argument, put forward by Mr. Rogers, is that in the case of a marketer, selling, as does Ingersoll, a number of different models at prices graduated according to quality, price-cutting serves unfairly to change the competitive levels. It negatives the Ingersoll effort to 'place competition on other grounds than price,' says the Ingersoll spokesman."

Now comes the Commission in its long waited decision and orders the Waterbury Clock Company, manufacturer; the Ingersoll Watch Company, Inc. of New York, distributor; the Ingersoll Watch Company of Chicago, distributor and the George H. Eberhard Company of San Francisco, distributor, to cease and desist from:

"1. Attaching to boxes, cartons or other containers of watches, or otherwise publishing or making use of the notice set out in Paragraph Six of the findings herein, or any notice or statement which asserts, directly or in effect, that any dealer who sells any Ingersoll watch at a price less than the resale price thereof as established and advertised by respondents, then and thereby becomes liable in damages to respondents or any of them; or that such dealer admits such legal liability.

"2. Making, publishing or otherwise using any threat, express or implied, to bring a suit or action in any court against any dealer, who sells an Ingersoll watch at less than such established and advertised resale price, for the recovery of damages on account of such deviation from such resale price."

"By different methods different men excel,
But where is he who can do all things well?"

Another Price Maintenance Ruling

In Stipulation Agreement No. 174, a corporation manufacturing radio apparatus, agrees to cease and desist from any of the following practices:

1. Entering into contracts, agreements or understandings with dealers, whether distributors, jobbers, wholesalers or retailers, to the effect that such dealers, or any of them, in reselling the products sold by respondent, will adhere to any system of prices fixed or established by the respondent.

2. Securing contracts, agreements or understandings from such dealers to the effect that the dealers will adhere to any such system of resale prices.

3. Threatening with civil or other suits or refusing or threatening to refuse to sell to any such dealer, because of failure to adhere to any such system of resale prices.

4. Cooperating with other individuals, firms, partnerships or corporations in refusing or threatening to refuse to sell to any distributor, jobber or wholesaler because they resold the respondent's products to retailers who have failed to maintain the resale prices fixed by the manufacturer.

5. Securing or seeking to secure the cooperation of its distributors or other dealers in maintaining or enforcing any system of resale prices.

Upholds Flexible Tariff

In an important opinion, Chief Justice Taft upholds the constitutionality of the flexible provisions of the Tariff Act of 1922. The case, referred to in the April issue of *Connecticut Industry*, was that of *J. W. Hampton, Jr. & Company v. the United States*. The Hampton Company imported barium dioxide in drums. Under the then existing tariff they were subject to a duty of 4 cents a pound. Prior to the arrival of the merchandise the President, acting under authority of the flexible provisions, raised the rate to 6 cents a pound and the company paid the increase under protest and sought to recover the excess amount, claiming that Congress had no right to delegate such authority to the President.

"Society requires certain public activities, like highways and drainage, which are used in common and can best be provided by the Government. But in general the country is best served through the competition of private enterprise." — President Coolidge.

The Great Adventure

*"Wild and wide are my borders, stern
as death is my sway;
From my ruthless throne I have ruled
alone, for a million years and a day."*



Take off the maps for the ages to come, a part of that great blank white space at the bottom of the world." That is what Commander Byrd is setting out to accomplish when in September he starts on what is perhaps the most perilous expedition the world has ever known.

Since his great North Pole trip and the later conquering of the Atlantic, one thought only has been uppermost in Commander Byrd's mind — to conquer the region around the South Pole and to give to the world the results of a scientific study of those great desolate wastes of which so little is known. In September the party will pass through the Panama Canal and on to New Zealand. From there, as is shown in the illustration on the next page, their boat will strike due South through Ross Sea to Ross Barrier which is a vast sheet of ice extending over 400 miles towards the Pole. Here the first permanent base will be laid, probably close to the Bay of Whales.

In many places Ross Barrier is from 30 to 230 feet high and at such points it would be obviously impossible to land equipment and supplies. At whatever point is selected, a self-sustaining base will be established with living quarters and supplies

for men and planes adequate to carry them through any emergency period, possibly over a year or more. Immediately upon landing here large supplies of seal meat will be secured to supplement supplies already on hand as a scurvy preventative as well as food. Some realization may be had of the extent of the facilities required when it is understood that there will be perhaps 40 men in the party, 75 or more Eskimo dogs, a tractor, three planes, including one with three motors and a wing spread of some 90 odd feet, gasoline, other fuels, complete machine shop equipment and innumerable minor supplies.

Ross Barrier, which is a fairly level ice sheet, at its further end touches upon Beardmore Glacier where the last food and fuel base is laid and the real flight begins. From Beardmore Glacier to the Pole is 900 miles and much of the route was explored by Amundsen and Scott, both of whom it will be remembered reached the Pole in 1912, one to return safely, the other to perish with most of his men. The main objective of the Byrd expedition lies beyond the Pole, however, in the totally unexplored territories lying back towards the tip of South America and Weddell

Sea. While Weddell Sea is only 700 miles from South America, it is 1750 miles from the Pole, separated from it perhaps by land, perhaps



COMMANDER RICHARD E. BYRD, U. S. NAVY

only by icebergs and sea, perhaps by vast mountain ranges. The total unexplored area around the Pole represents a continent one and one-half times as large as the United States and contains an estimated four and one-half million square miles.

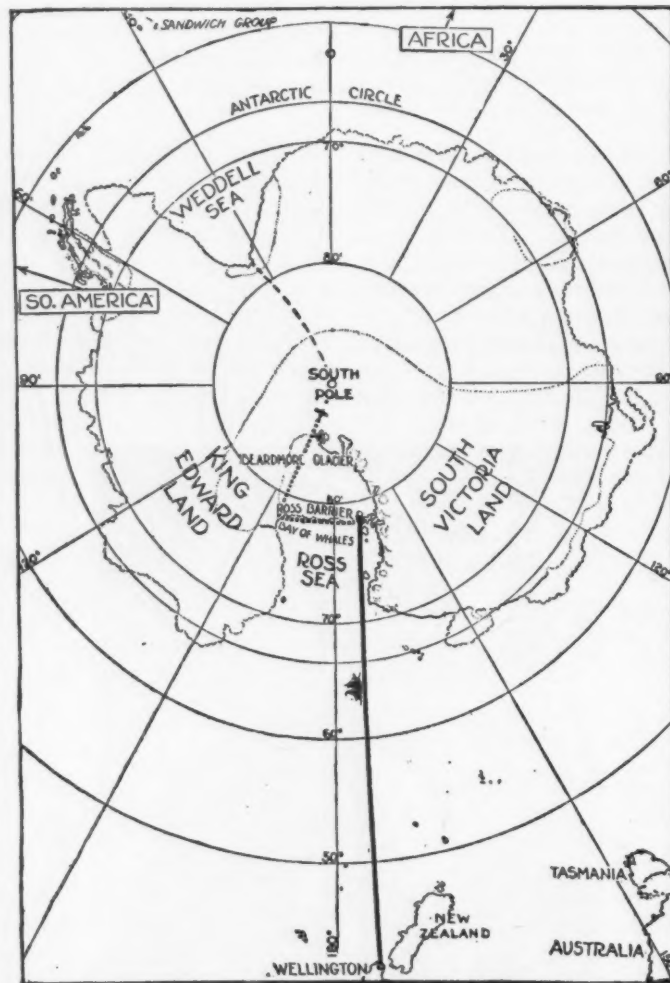
Weather conditions at the South Pole are more severe than at any other part of the world and "The Home of the Blizzard" was the name well given to these Polar regions by Sir Douglas Mawson. Wind of otherwise nearly unheard of velocity blows almost constantly and storms, originating no one knows just where, are extreme in their intensity and duration.

Of this, Herbert G. Ponting, a member of Scott's British expedition in 1912 says, "Probably it is the windiest place on earth. I have been in blizzards there when the wind raged at 70 miles an hour, with the mercury 30 degrees below zero. During Mawson's exploration his instruments registered 150 miles an hour during one blizzard and then they themselves were blown away.

"There is ancient ice on the continent varying from 100 to 1,000 feet in thickness. The glaciers that reach the sea produce icebergs big enough to bear New York City on their backs. I have seen bergs 23 miles long.

"Instruments show that the mean temperature of the Antarctic is 11 degrees colder than

the North Pole regions and 24 degrees colder in winter If Byrd accomplishes the seemingly impossible feat, he will be a hero of heroes."

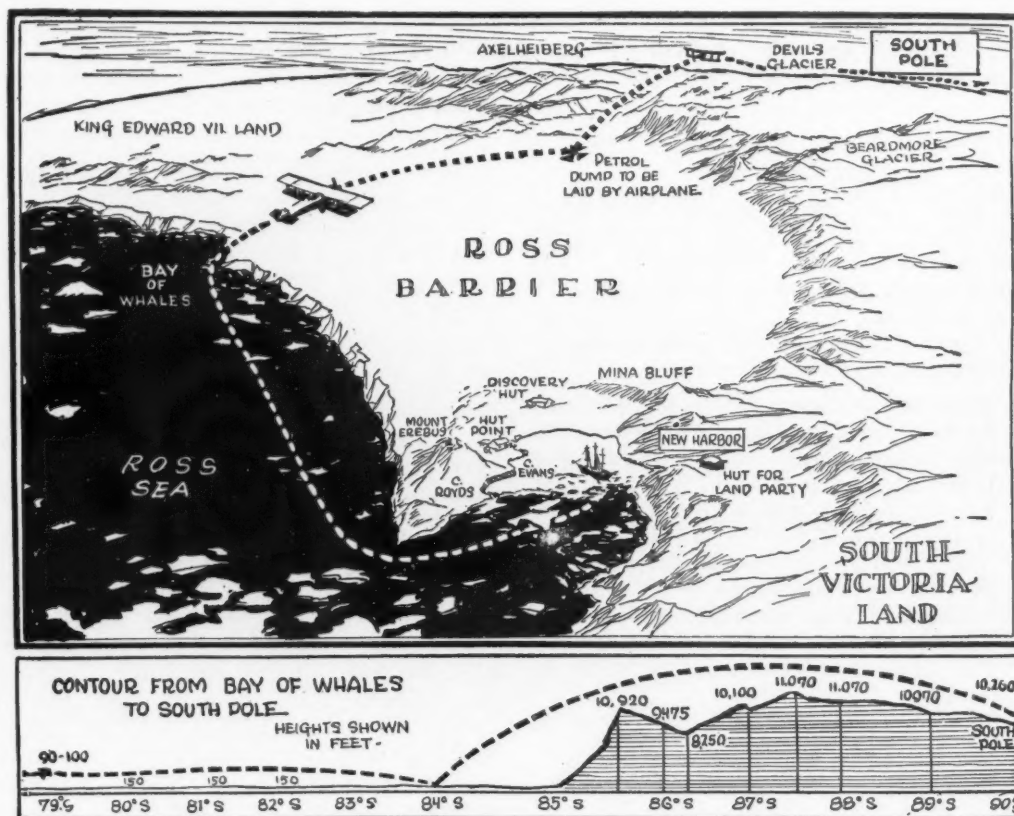


Courtesy Meriden Journal and N. E. A. Service

Starting from the main base, near the northern edge of Ross Barrier, secondary bases will be laid down towards the Pole by airplane, dog-teams and air-propeller sleds. Exactly how this will be accomplished cannot be stated now as the South Pole is on a plateau ten thousand feet high which means additional problems to solve of warmth, rising ability of the plane, etc. Moreover, at this point at least 1200 gallons of gasoline and heavy emergency equipment must be on board to provide for the more dangerous part of the trip to follow and to insure so far as possible a safe

landing 1750 miles away at Weddell Sea.

In his book *Skyward*, which should be in every library and which will certainly be read by every member of the Association who heard him lecture at the annual meeting in Bristol, Commander Byrd in one chapter discusses the financial aspect of his expedition. He says, "It cost Columbus \$2,115 to discover America. It cost the world \$200,000,000 and hundreds of lives to discover the North Pole. I don't intend to argue that either was worth more or less than it cost, but the overhead of



Courtesy Meriden Journal and N. E. A. Service
A map sent to Commander Byrd by Captain Joyce, who was with both Scott and Shackleton on their South Pole expeditions

polar work hasn't gone down since the date of Peary's discovery.

"My North Pole expedition in 1926 was made just about as cheaply as possible. We spent hours and hours trying to get things done economically. It had to be. Yet it cost in cold cash about \$140,000. Nor does this take in a very large sum represented by men and material which were given at cost or donated. For a few weeks at sea and a few hours in the air such expense is high.

"Our trip to the South Pole will cost about \$450,000. As we have to be ready to winter on the Antarctic ice barrier and cover about 24,000 miles in the round trip from New York, the cost rises much beyond that of a North Polar party.

"There are something like 2,000 integral parts in a modern airplane. At any time some 300 of these may get out of commission. At least 800 of them have to be replaced if broken. Repairing one part may mean the readjustment of fifty others. With the nearest airplane fac-

tory more than 2,000 miles away, one has to take plenty of spares. The old proverb read, 'For want of a nail the shoe was lost,' and ended by blaming the rider's demise on this tiny item. Exploration by air can be equally fatal for the want of a part a good deal smaller than a horseshoe nail.

"The old explorer never faced complete failure so steadily as does the modern flying leader, who literally has all his eggs in one or two very expensive baskets. By sledge or back pack it was always possible to accomplish at least a part of the original plan. But let one serious crash come to the aeronautical side of a modern expedition and there is nothing left to do but go home and face the music."

That Commander Byrd will succeed in his undertaking is a foregone conclusion on the part of those who know him and his ability to conquer obstacles, not by "taking chances" but by keen, analytical and scientific study. In Connecticut, where he has made many friends

(Continued on page 22)

Congress at a Glance

News of the Month in Washington

Tax Reduction

On May 1 the Senate Finance Committee reported out a tax bill calling for aggregate reductions of nearly \$204,000,000. The amount, Secretary Mellon states, is satisfactory to the Treasury.

Chairman Smoot of the committee announced rate changes as follows:

1. Reduction of corporate income tax rate from $13\frac{1}{2}\%$ to $12\frac{1}{2}\%$. (Democrats will ask for reduction to 11% or $11\frac{1}{2}\%$.)
2. Insurance rate fixed at $12\frac{1}{2}\%$.
3. Exemptions of small corporations increased from \$2,000 to \$3,000.
4. Admissions up to \$3 exempted; 25% tax on prize fight admissions.
5. Automobile sales tax repealed.
6. Tax on club dues retained. (10%.)
7. 2% tax on transfer of capital stock retained.
8. Surtaxes reduced on individual incomes between \$18,000 and \$70,000 (Democrats reserved right to introduced different scale).
9. Individual income reductions retroactive for 1927. (Democrats reserved right to amend in regard to corporations.)
10. Same estate tax provision as passed by House.
11. Increased tax on use of foreign-built boats.

Appearing before the Senate Finance Committee J. E. Edgerton, president of the National Association of Manufacturers urged that the Treasury estimate be adhered to and that industry, while desiring all the tax reduction possible and believing that it is entitled to immediate consideration, nevertheless deprecated any plan for tax reduction which called for any reduction that would produce a treasury deficit. Mr. Edgerton urged that more time be devoted to consideration of necessary administrative changes in the law and that Congress concentrate upon a moderate relief for industry which would not endanger the public funds.

Mr. Edgerton was authorized to represent the Manufacturers' Association of Connecticut and a large number of other state associations; in presenting these views. They are in harmony with the previously expressed views

of this Association as stated at the annual meeting last November, when a reduction based upon treasury estimates was advocated. Once more it may be worth while repeating the statement accepted at that meeting, which later events have proven to have been constructive and capable of standing the acid test:

"In consideration of the evident fact that all taxes are disagreeable, the Manufacturers' Association of Connecticut would urge the repeal of the entire tax system of the Federal government, were it not for the equally undoubted fact that the government must have the means with which to meet its annual expenditures. Tax reduction should be limited to that annual amount by which the existing taxes may be expected to exceed the needs of government in the immediate future. The Treasury Department estimates this surplus at \$225,000,000. This is undoubtedly a conservative estimate, and it is quite likely that this amount may be exceeded by the actual surplus, as has occurred in connection with previous estimates of the Treasury Department. However, the Treasury Department, being charged with responsibility for the nation's finances, is in duty bound to plan conservatively, and the Manufacturers' Association of Connecticut is not inclined to force the hand of the Administration by recommending a reduction of revenue which the Treasury Department would consider unsafe, particularly since an unexpected surplus could do no harm but would be a national benefit through reduction of the public debt.

"Of the various measures by which the Federal tax burden might be reduced, the Manufacturers' Association of Connecticut considers most desirable the reduction of the rate of the income tax upon corporations. The present rate of $13\frac{1}{2}\%$ per cent is flagrantly out of harmony with the rates of normal tax on individuals. In particular it operates to the disadvantage of the small corporation and is unjust to individuals receiving moderate income wholly or mainly from corporation dividends. Reduction of the rate of corporation income tax from $13\frac{1}{2}\%$ to 11% would, it is estimated, cause a loss of revenue somewhere between \$210,000,000 and \$225,000,000 and the Manufacturers' Association of Connecticut recommends such reduction.

"The Manufacturers' Association of Connecticut also recommends legislation to permit the smaller corporations to elect to be taxed like partnerships, which would remove the present inequality without serious loss of revenue. Likewise, in the interest of equity, the Manufacturers' Association of Connecticut recommends reasonable reduction in the rates of surtax upon individual incomes in the middle brackets, say between \$18,000 and \$70,000.

"The Manufacturers' Association of Connecticut urges the repeal of the Federal Estate Tax in order that the taxation of estates and inheritances may be left exclusively to the several states. This repeal would involve only a small loss of Federal revenue.

"In connection with the forthcoming revision of the Federal Tax system, the Manufacturers' Association of Connecticut begs to call attention to the importance of a broad tax base for the national government. Whereas before the World War practically the entire revenue of the Federal Government was derived from indirect taxing — customs and excise — today the bulk of the revenue comes from direct taxes, in particular from taxes upon incomes. Of these, the individual income tax is borne by a very small fraction of the people. In the interests of equitable taxation, financial responsibility, and political stability, it is essential that there be in the system some taxes capable of spreading the burden over a great number of the people. It is in part for this reason that the Association believes that tax reduction at the present time should be concentrated principally upon the existing direct taxes."

New Trade Mark Bill

A new trade mark bill which harmonizes the provision of bills previously introduced and is intended to iron out all inconsistencies in the present law, has received the unanimous approval of the House Committee on Patents.

Among the new provisions is a section permitting registration of marks which have acquired a secondary meaning distinguishing the applicant's goods; a section which provides for quick registration of marks to be used on merchandise exported from the United States, at the same time correcting the faults of the previous law in regard to this; and a section authorizing the entry of all marks in use so that they may be referred to by manufacturers and trespassing and perhaps expensive litigation avoided.

Section 11 provides that while the term of registration shall be 20 years, a mark shall be cancelled at the end of five years if the user

fails to file affidavit with the Patent Office three months before the end of the five year period stating that the mark is still in use by him.

Labor Committee Presses for Action on Three Bills

The House Committee on Labor has announced that it has completed hearings for this session and that it will press action on three pending measures.

The first is H. R. 6848, creating a Division of Safety in the Bureau of Labor Statistics; the second is H. R. 7729, divesting prison-made goods of their interstate character; and the third is H. R. 11141, requiring contractors and sub-contractors engaged on Federal public works to give preference in employment to certain men.

Navy Construction Bill

Strong opposition has been expressed by the Association to the Dallinger amendment to the Navy Construction bill, passed by the House and providing that one-half of the vessels to be constructed under the bill, shall be built in Government Navy Yards. In a letter to Connecticut Senators and Representatives, President Hubbard said in part:

"Private industry, which has met the government's requirements for emergency supplies and equipment, and supplies it today with the most economically produced goods, must have preserved for it the right to participate in construction programs else it can have no other alternative than to cease operations entirely. Too many have already been forced to do so, from the field of shipbuilding to that of ordnance and other supplies, and it is an interesting commentary on this that during the past five or six years the government has placed with the Navy Yards new submarine contracts amounting to between \$35,000,000 and \$40,000,000; yet one privately owned plant, well equipped to do this work has received no orders whatsoever.

"It is impossible in the short space of this letter to discuss point for point the arguments advanced when the amendment was before the House of Representatives, yet statements of a vastly illuminating sort as indicative of a complete lack of understanding of the economics involved were then advanced. One particularly striking example is the lament of Mr. Douglass that navy yards are compelled to include in their costs items for depreciation, overhead, etc. Mr. Douglass does not tell us what increases in taxation would be necessary to pay for such items if they were not included in the original figures."

LABOR TURNOVER INDEX

(Continued from page 8)

and interpreted, yet mechanically correct. He secured the cooperation of several hundred manufacturing companies throughout the United States, among them the group represented by the Bridgeport Manufacturers Association.

After this latter group had participated in the work for a while, the secretary of the local association in Bridgeport was able to present to his members a report which allowed them to compare their turnover experience with that of the city of Bridgeport and with a cross section of the United States as a whole. The next logical move was to secure an index for the State of Connecticut and with this in mind, Mr. Alpheus Winter laid the proposition before the Connecticut Industrial Council, which is an informal federation of the officers of Connecticut industrial associations.

Last month the first state-wide index was compiled on the basis of returns from some of the local associations. The type of report which these returns make possible is shown in the table on this page. Starting from the right there is a table for the United States as a whole, which is made up by the Metropolitan Life Insurance Company. Next is the composite figure for the State of Connecticut, which is made up by the Manufacturers Association of Connecticut on the basis of returns from Connecticut. Next is a table for the city of Bridgeport made up in the local secretary's office. Finally there is a place for the record of the reporting company which is typed in for each individual company. The value of such a wide-spread comparison need hardly be urged.

Labor Turnover Rates

March, 1928

	Your Co.	Bridge- port	Conn.	United States
I. Terminations				
(a) Voluntary Quits	2.4	2.3	1.6
(b) Discharges	0.1	0.2	0.4
(c) Layoffs	0.0	0.3	0.6
(d) Total	2.5	2.8	2.6
II. Accessions				
(a) Total Number	4.1	3.7	2.9

The make-up of the report is simple. Its distinguishing feature is that it sub-divides separations into voluntary quits, discharges and layoffs. This method of subdividing the elements which go to make up terminations has the advantage of leaving the report open to comparison with other districts which do not allow the same elements to enter into their computations.

For example, if one reporting factory does not view a lay-off as a turnover item, he still has the chance of comparing his voluntary quit rate and his discharge rate with that of the group with which he is making a comparison. In other words, it allows a comparison between each of the three items, besides the total separation rate. Another distinguishing feature of the report is the method of finding the average, although this need not trouble the individual reporting company, since the work is done either in the local association office, in this office or at the Metropolitan Life Insurance Company. This average is found by locating the "median" or middle company when the figures are lined up in an array from the worst to the best.

In addition to figures compiled by local manufacturing associations, many Connecticut companies in districts where local associations do not keep turnover figures are clearing their figures directly through the Manufacturers Association of Connecticut. Such cooperation from companies who are not already returning figures to another agency is invited. The Manufacturers Association of Connecticut will be glad to furnish further information to any company which is interested in securing a reliable and widely comparable labor turnover index.

Not Enough

Connecticut has seven airports and according to the aeronautics branch of the Department of Commerce, ten more are proposed. The stations in existence at the present time, with the government classification, are as follows: Bethany, intermediate; Danbury, municipal; Hartford, municipal; New London, auxiliary; New Milford, auxiliary, and Wallingford, municipal.

The greatest impediment to a more rapid development of commercial aviation at the present time lies in the slowness of municipalities to recognize the need for landing fields adequate in size and well-lighted, which if not intended immediately for more elaborate development may at least be used for emergency landing fields.

In the Month of May

"We may say of angling as Dr. Boteler said of strawberries, 'Doubtless God could have made a better berry, but doubtless God never did'." — Izaak Walton.

New Automatic Traffic Control

Successful Tests Now Being Made in New Haven of Asco Automatic Traffic Control System Invented by Connecticut Man

A NEW Connecticut industry, the product of which seems destined to solve the most serious municipal traffic problems, has been organized in New Haven under the name of the Automatic Signal Corporation, a subsidiary of the Stirlen Corporation. Its product is an automatic traffic control known by the trade name of *Asco*. Unlike present systems it meets all traffic situations as they arise instead of operating upon presupposed conditions. It has all of the advantages which the traffic policeman has over the present "Stop and Go" lights without having his possibility of human error.

The product of the Automatic Signal Corporation is not a traffic light. It is a control system which may be applied to any type of light or traffic signalling device now in existence. Equal it is said, at all times, and in most cases far superior, to the best automatic controls of the present day, it is said to eliminate all of the unnecessary delays of systems now in use and directs traffic in both directions with an uncanny and actually superhuman efficiency. The *Asco* Control not only meets traffic situations arising at one intersection, but it can be installed throughout a city in such a manner as to coordinate the entire movement of traffic through all main arteries and side streets, thus exceeding all human possibilities in traffic control.

To take a common situation with which the present periodic reversion of red and green lights fails to cope, let us assume a steady

stream of traffic moving over A Street and a single car approaching it from B street. Under the current systems, the heavy A Street traffic will be cut off at the end of 30 seconds or whatever maximum time is set by traffic authorities and will be forced to wait for 30 seconds or more although only a single vehicle, or at best a very few cars (perhaps none at all)

moves across the intersection from B Street. With *Asco* Control, no break occurs unless cars are actually upon B Street. If one or more cars do happen to arrive on the latter, the shift of lights takes place at the end of the maximum period, but remains only long enough to allow those cars to pass through and then reverts immediately to the heavy A



Crowd Watching Automatically Controlled Traffic in New Haven

Street traffic.

Should a vehicle approach the intersection from B street with nothing approaching from A Street, the control will flash immediately a green light for the B street car to proceed. Assume then another car approaching on A Street. As soon as the first, or B Street car, has passed, the control quickly shifts the green signal to A Street, completely eliminating the 30 second or longer delay now in vogue. So rapidly and efficiently does the control meet all situations that traffic experts after working out new situations for hours, have failed to find one with which it will not cope.

Even assuming a steady stream of traffic on both streets, the *Asco* Control will revert merely to the present automatic reversion of

lights at a maximum period. This situation can be improved, however, when all lights throughout a given area are coordinated by the Asco system, which telegraphs the exact volume of traffic from one control box to another, governing the traffic on each street and eliminating unnecessary delays everywhere throughout the area.

The Asco system is operated by means of "trips" set into the pavement on all four sides of the intersection. As vehicles pass over these, electrical impulses are sent to the control box which in turn relays them to the light, or other signaling device, first, however, regulating them to meet the demands of the existing traffic situation. In the case of coordinated control, the impulses are relayed to every light or signal in the coordinated area, and regulated by each box so that traffic movement is expedited through all intersections.

Connecticut is the home not only of this new industry but of its inventor as well. Henry A. Haugh, Jr., of Derby, conceived the basic principle which was later developed further and improved by himself and his associates in the Stirlen Corporation. Of the latter, Eugene D. Stirlen is president; Wallace G. Garland, vice-president and secretary, and Charles D. Geer of Norwich, treasurer. All are graduates of the Sheffield Scientific School at Yale.

During the last month, the first Asco Control was installed as a demonstrating model at the intersection of Orange and Humphrey Streets, New Haven, and the interest which it arouses is graphically shown in the photograph on the preceding page. The inauguration took place before an assemblage of close to 500 people, among whom were included police officials and traffic experts from all of the larger cities in the state. At the present time, this installation is being used for experiments under actual traffic conditions. Demonstrations of the many systems available through Asco Control are being made daily upon a working model at the Stirlen Corporation laboratories at 1111 Chapel Street, New Haven.

THE GREAT ADVENTURE

(Continued from page 17)

and done much to develop a greater interest in aviation, his trip and plans for it are being watched with great interest and with him will go the good wishes of all.

Another of the world's great pioneers, he says in the latter pages of *Skyward*, "The great boon for the future of aviation is public sympathy. I do not believe that government subsidies will help it much, if at all. Aviation had better stand on its own feet. What we need is private capital and individual enthusiasm. Once these two great forces are available the meteoric rise of the automobile will surely be duplicated in the coming decade by the plane."

A Tribute

Members of the Association will remember Commander Byrd's unstinted praise at the annual meeting, of his close friend and companion, Floyd Bennett, who, since the above article was written, gave his life in an attempt to bring relief to the Bremen crew. Byrd said that night, showing a picture of Bennett during the North Pole trip, "Here is Floyd Bennett, who deserves more credit than anyone else for the success of that flight; a wonderful mechanic and a fine flier."

Bennett was to have been second in command on the South Pole expedition, but instead he rests in Arlington, his work ended. Once more Byrd will fly without him, as he was compelled to do when Bennett's injuries prevented his taking part in the trans-Atlantic flight, but we remember the lines in *Skyward*, "I would rather have Floyd with me, than any other man in the world."

Beautiful Spring

"First it rained, and then it snow,
Then it friz, and then it thew,
And then it friz again." — Anon.

THE MINOTTE E. CHATFIELD CO.

—NEW HAVEN—

WRAPPING PAPER and TWINE MERCHANTS

*We carry a stock as
complete as can be
found in New England*

298-312 STATE STREET

Phones Colony 7420, 7421, 7422

Marketing and Merchandising Research

The second of six reports based on a recent survey of New England business research methods, has been published by the Metropolitan Life Insurance Company, and has to do with "Marketing and Merchandising." Of the firms discussed in the report, five are from Connecticut, namely, the Fafnir Bearing Company, of New Britain, Scovill Manufacturing Company, Waterbury, Fuller Brush Company, Hartford, Mallory Hat Company, Danbury, and Cheney Brothers, South Manchester, all members of the Manufacturers' Association of Connecticut.

The survey was made by the Metropolitan at the request of the New England Council and the first of the reports which was on "Sales Analysis" was mentioned in the April issue of *Connecticut Industry*. A copy of either report will be sent by the Association to any reader requesting it.

By Telephotograph

Arthur D. Little, Inc., engineers, of Cambridge, recently issued a complete four-page bulletin by telephotograph. A master copy, delivered to the New York office of the American Telephone and Telegraph Company was transmitted as a telephotograph to Boston and from the latter electrotypes were made and the usual edition printed. It is an interesting demonstration of a new and but partially developed art, which has enormous commercial possibilities.

Telephotographs are being sent between New York and San Francisco in eight hours, at a cost of \$50 for a 5 x 7 picture.

All Set To Go

Eugene M. Stevens, president of the Merchants Trust Company of Chicago, said recently, when visiting in Connecticut:

"The business man of the Middle West now realizes that his New England contemporary is today alert to the new order and is rapidly adapting his organization to meet modern requirements . . . *We in the Middle West realize that New Englanders are fully alive and ready to compete with the rest of the nation.*"

We might add, with the utmost respect to Mr. Stevens that we appreciate this, but wonder what has just drawn the Middle West's attention to a fact that we have been fully aware of for some 200 odd years.

And It Really Happened

About nine o'clock one evening in an almost deserted office as *Connecticut Industry* was about to go to press. The phone rang.

"Hello."

"Hello."

"Hello."

"Hello."

"Well, what do you want?"

Silence.

"What do you want?"

"My beezness!"

Click.

Association Entertains Boys and Girls Clubs

On April 28, the Agricultural Committee of the Manufacturers Association of Connecticut, was host at luncheon to about 500 boys and girls, members of Connecticut 4-H Clubs, the occasion being the annual club Round-Up in Hartford, lasting two days. For several years past, the Association has been host at a similar luncheon. Wilson H. Lee, chairman of the Agricultural Committee of the Association, extended a welcome to the young guests.

On the previous evening the State Chamber of Commerce and the State Grange, entertained the same group at a dinner.

Tell Him Now

If with pleasure you are viewing
Any work a man is doing
And you like him, or you love him, tell him now;
Don't withhold your approbation
Till the parson makes ovation,
And he lies with snowy lilies on his brow.

For no matter how you shout it,
He won't really care about it,
He won't know how many teardrops you have shed.
If you think some praise is due him,
Now's the time to slip it to him,
For he cannot read his tombstone when he's dead.

More than praise and more than money,
Is the comment kind and sunny,
And the hearty warm approval of a friend,
For it gives to life a savor,
And it makes him stronger, braver,
And it gives him heart and spirit to the end.

If he earns your praise, bestow it,
If you like him, let him know it.
Let the words of real encouragement be said;
Do not wait till life is over,
And he's underneath the clover,
For he cannot read his tombstone when he's dead.

We never could understand why some silk stocking manufacturer has not adopted the slogan, "I do not choose to run."

What One Cost System Accomplished

A Connecticut concern at one time manufactured eleven different lines. Their method of cost accounting was direct labor plus 125% for overhead, plus material. After several years of prosperity, there came a year when the results showed in red ink. An analysis of true costs and a correct setup of overhead departmentally, proved that only six of the eleven lines were sold at a profit. The year following the installation of a practical cost system the sales dropped from slightly over a million dollars to less than \$600,000, but the net profits exceeded \$70,000, or \$20,000 more than the previous average for five years. A knowledge of costs is a benefit to industry.

Professor Kimball of Cornell, once quoted Bradstreets' as saying, "Four-fifths of the failures are due to incompetence of one kind or another, but ignorance of the cost of production is by far the most common of the shortcomings. The manufacturer who obtains contracts by

underbidding his competitor, and on which he will lose money, not only ruins his own business, but destroys that of his competitors."

M.A.C.'s Views on Current News

Senator Borah does not want the marines returned from Nicaragua. Wonder how he thinks we are going to handle our next election.

* * *

News Item — "Cellist's wife gets divorce because of faces husband made." And still there are many saxophonists able to keep their wives.

* * *

Headline — "Sixty Odd Men Arrested." Odd numerically or physically?

* * *

A scientist has determined that hot air can be weighed. Boy, what a job he would have in Washington!

* * *

We never appreciated the meaning of the phrase "All wrapped up in herself" 'til we saw the new spring styles.

* * *

A man was recently arrested for selling soap for Limburger cheese. Just imagine the situation if he had sold Limburger cheese for soap.

* * *

And now we find that Shakespear drank liquor. Such stuff as he produced couldn't have been written on water.

* * *

They spoke of the straight and narrow path long before anyone knew about one-way streets.

* * *

Being a strap hanger, we just simply can't stand the phrase "sitting pretty."

* * *

Headline — "Motoring Healthful." Not for the jay walker.

* * *

England is seeking more landing fields. We wonder if they are for the Prince of Wales.

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Transportation Department

News of Association Activities and Current Traffic News

CONSOLIDATED SOUTHWESTERN CASE

Members who ship into Texas, Oklahoma, Arkansas and Louisiana will be deeply interested in the decision of the Interstate Commerce Commission in what is known as the Consolidated Southwestern Case (I. C. C. 13535). While certain rate decreases are proposed, the increases probably out-number them. The increases may be illustrated by the fact that rates to Fort Smith, Arkansas, first-class, are raised 89¢ and the second-class raised 75¢; the first-class rate to Little Rock is raised 78¢ and second-class, 68¢; Oklahoma City, first-class, is raised 58¢ and second-class is raised 48¢ and rates to Shreveport, Louisiana, are raised \$1.01, first-class and 88¢, second-class. The maximum rates prescribed by the Commission contemplate material increases in ocean-rail rates from Connecticut territory and, generally speaking, material reductions of rates of competitors in Central Freight Association territory. If the decision of the Commission stands, Connecticut manufacturers cannot hope to compete with manufacturers in the middle west.

The Manufacturers Association of Connecticut, in cooperation with other Atlantic seaboard interests accomplished the unusual by inducing the Interstate Commerce Commission to set aside its decision through its order of March 21, 1928.

While the Traffic Department of the Association was from the outset familiar with the case, it was the opinion of the staff of the department and of the Traffic Committee that the decision would not affect Connecticut rates. The case in the beginning contemplated the revision of Texas common point rates but when decision was rendered it was seen that a much greater territory was embraced. Thereupon, the petition of the Association and other interested bodies was presented as of November 2, 1927, asking for setting aside of the decision and a re-opening of the case. In accordance with the granting of this permission, Atlantic seaboard interests will be compelled to present conclusive evidence that the original decision is contrary to the public interest. In all probability hearings will be called for the middle of May and the Association with the support of its members is preparing to protect the interests of Connecticut shippers.

EASTERN CLASS RATE CASE — DOCKET

No. 15879

The report proposed by Howard Hosmer, Attorney-Examiner in the above case has been received by the Association, the latter having been represented at hearings held in Washington, New York, Boston, and Chicago. The proposal constituted another step in the Commission's endeavor to rearrange class rates throughout the United States on a distance basis, first schedules of the kind having already been made effective in southern and southwestern territory.

As soon as a complete analysis of the report can be made a statement more fully covering its provisions will be sent to all members of the Association.

COAL RATE DECISION — DOCKET NO. 15006

One of the most important decisions to Connecticut that has ever been handed down by the I. C. C. was announced the past month and at that time bulletined to all members of the Association. The case, known to all members through announcements made at the annual meeting and through previous bulletins, involved the establishment of what the Association considered to be proper rates on the transportation of semi-bituminous coal to Connecticut and other New England points.

The very satisfactory outcome means a saving of 15¢ per ton to Connecticut users at all points in the state where the present rate from mines in Pennsylvania and Maryland exceeds \$3.72 a ton.

In the second place it means the establishment of permanent joint all-rail rates on prepared sizes and run-of-mine bituminous, from West Virginia to all points in Connecticut. This will give Connecticut industries access to West Virginia mines during normal times and also assure an uninterrupted supply of bituminous coal should there again be a temporary suspension of mining in the northern fields.

PROPOSED REDUCTION IN RATES TO PACIFIC COAST

There is certain agitation on the part of Middle West associations to force government control of water rates, either through the Interstate Commerce Commission or some regulatory body.

On April 19, the *Journal of Commerce* carried a dispatch from New Orleans which said, "Establishment of combination rail-water rates from central points in the Mississippi Valley via New Orleans to the west coast on a parity with those from Eastern points has been announced by the Redwood Line, Inc., a shipping concern chartered in Louisiana as a subsidiary of the Finkbine-Guild Lumber Company, with the move effected through a working arrangement with the Illinois Central Railroad subject to approval by the Interstate Commerce Commission. The shipping concern will also negotiate for the establishment of joint rates with the Mississippi Barge Line.

"The Redwood Line, Inc., took out a Louisiana charter three weeks ago. It formerly operated under a Delaware charter as the Finkbine-Guild Transportation Company. The original line was founded two years ago, when the Finkbine-Guild Lumber Company was faced with the alternative of either finding a new supply of logs for its two mills at D'Lo and Wiggins, Mississippi, or abandoning them.

"The company purchased a large redwood tract in Mendocino County, California, and began bringing logs by steamship to Gulfport, Mississippi, for forwarding to the mills, afterwards changing the base of operations to New Orleans. The line owns five former Shipping Board vessels of 7,700 tons dead-weight.

"As an example of the accomplishment of the new joint rates, Chicago will have a combination rate of 61¢ on steel which is equal to the rate from Pittsburgh via the east coast ports as compared to the present rail rate of \$1 from Chicago. Rates on other items are also equalized from Chicago and other mid-western cities. Sailings will be every fifteen days from New Orleans."

RULING ON FOURTH SECTION VIOLATIONS

A new rule, approved by the Interstate Commerce Commission which takes care of the unauthorized Fourth Section violation in the Classification, and permits carriers to publish changes in classification ratings in an orderly manner, became effective April 20 as rule No. 44, in supplement 4 to Consolidated Freight Classification No. 5. The Association is informed that this contains all of the changes in ratings which were approved by the carrier's Classification Committees up to their July, 1927, meeting. Changes in rates approved subsequent thereto will be published in the next supplement to the Classification.

This subject is of considerable importance to many members of the Association who have

been granted reductions in classification ratings and was brought about as a result of joint conferences of representatives of carriers and shippers.

4,000 TON STEAMER UNLOADED AT BRIDGEPORT DOCK OF JONES COMPANY

The T. A. D. Jones & Company, Inc., of Bridgeport and New Haven, recently received direct at its Bridgeport dock a cargo of pig-iron from the 4,000 ton Dutch steamer, Kirsten-Maersk. In spite of the contention of many, expert in maritime matters, that the boat could not successfully navigate the Pequonnock River, the feat was accomplished and a saving effected of \$3,500. Had the pig-iron been transferred in the usual way to lighters in New York Harbor, the cost would have been \$3,500 more.

NEW HAVEN RAILROAD OFF-LINE SERVICE FOR MARCH

From a report submitted by Guy G. Butler, superintendent of freight transportation of the New Haven Railroad at the April meeting of the Traffic Committee, figures indicate that service performed to off-line transfer stations averaged approximately a 95% efficiency for the month of March, an especially high figure. The Traffic Committee expressed its appreciation of this service to the officials of the railroad.

HARTFORD BOAT SERVICE

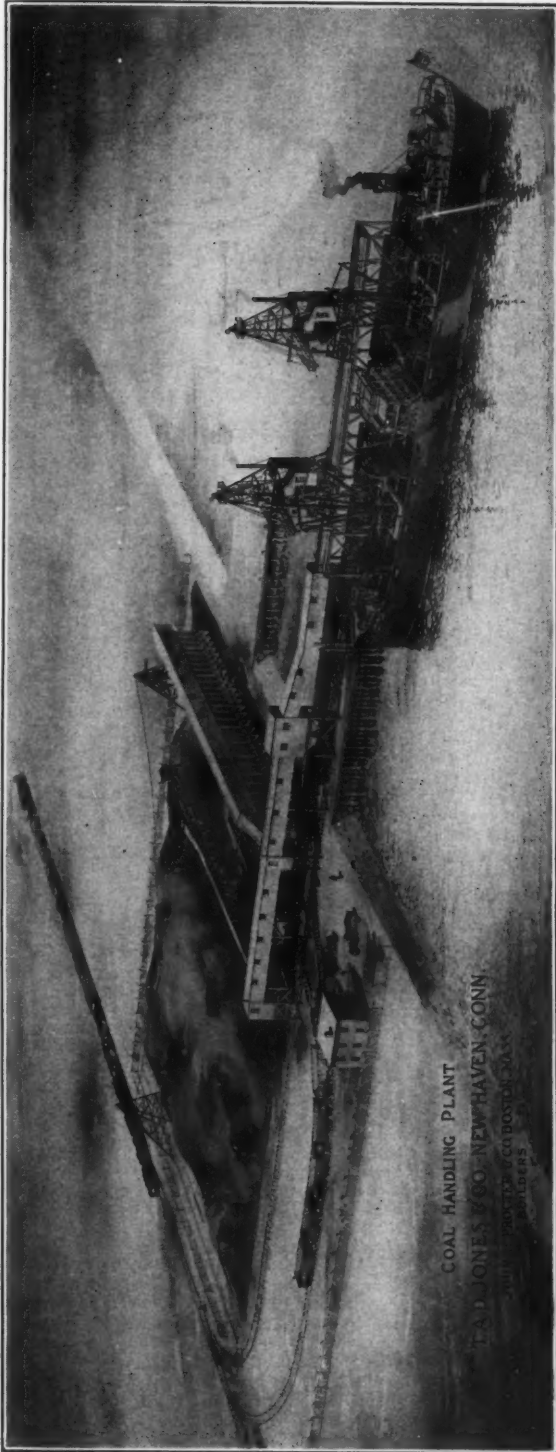
The Hartford Boat Line has announced its summer schedule of daily freight and passenger service between New York and Hartford and other Connecticut River points, effective April 7.

NEW BRITAIN TRAFFIC CLASS HOLDS DINNER

Members of the class in Traffic Management in New Britain held a dinner on April 19 in the banquet hall of the Y. M. C. A. The speakers were Walter Northrup, General Agent, D., L. & W. R. R., New Haven, and F. H. Vickery, formerly Classification Inspector, now with the Chase Companies, Watertbury.

BRIDGEPORT JUNIOR TRAFFIC LEAGUE

The Bridgeport class in Traffic Management has formed a Junior Traffic League, which will hold regular get-together meetings every two weeks for discussions on various transportation subjects. The officers are: C. S. Stevens, president, and C. E. Marcille, secretary.



The new coal handling plant of T. A. D. Jones & Company, Inc., in New Haven Harbor and the only plant between New York and Providence equipped to handle ocean going steamers.

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NEW HAVEN

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Sales Exchange

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FOR SALE

Time Clocks

2 International dial recording time-clocks, model No. 6085, very reasonable.

Generator

1 Eddy plating generator, 300 amperes, 12 volts or 600 amperes, 6 volts—can be used for chromium plating.

Address S. E. 183.

Wire

Music and spinning wire as follows:

6,000 lbs. Washburn's Star Brand # 19 spinning wire

5 lbs.	#13	Atlas Music Wire	5 lb. coils
10 "	#15	" " "	" "
25 "	#21	" " "	" "
20 "	#29	" " "	" "
5 "	#30	" " "	" "
15 "	#31	" " "	" "
25 "	#35	" " "	" "
25 "	#15	Wagner Spinning Wire	" "
100 "	#18	" " "	" "
100 "	#19	" " "	" "
100 "	#20	" " "	" "
100 "	#21	" " "	" "
65 "	#22	" " "	" "
100 "	#23	" " "	" "
95 "	#24	" " "	" "
100 "	#15 1/2	Red Cross Wire	" "
80 "	.015	Brass Whtd Spring Wire	" "

Address S. E. 182.

FACTORY SPACE

22. FOR SALE. In Plainville, two story frame shop, machinery and tools for manufacturing stampings.

Lot is 455' x 135', located in center of town on railroad and just off state road. Good trolley and bus service.

27. FOR RENT. In New Haven, 7500 sq. ft. factory space and 7500 sq. ft. land. Railroad siding. Occupied at present by steel products manufacturer. Would consider consolidation with suitable business.

29. FOR RENT OR SALE. In Middletown. Stone factory building, one story, concrete floor. Equipped for heat, light and sprinkler service. Suitable for any kind of manufacturing. Available adjacent property touches on navigable river front and railroad siding. Photographs and diagram in this office.

30. FOR SALE. Desirable property in Meriden. Going concern will dispose of property, either with or without machinery.

Lot 50' x 252' facing streets front and back. One block from freight station. Buildings 34' x 85', with basement, 2 main floors and attic, designed for heavy machinery. Also brick storage building 14'6" x 7'. New heating plant, forge, battery repair and charging apparatus. Machine equipment includes lathes, planer, Cincinnati miller, grinders, drill presses, hardening furnaces. Patterns for power presses, drops, gears, etc. Further details on request.

31. FOR SALE. In Willimantic, two story, factory constructed brick building, containing about 20,000 sq. ft. Electric freight elevator, steam heating plant, private siding on railroad and completely wired for lighting. Loading platform for both floors. Also storage shed 30' x 80' of sheet iron construction.

Employment Service

This department is open to members free of charge. All copy must be in the hands of the editor by the fifteenth day of the month preceding publication.

TRANSPORTATION—Young man, at present in banking business but studying traffic work, is anxious to locate in shipping department of manufacturing concern, and eventually become traffic manager. Address P. W. 326.

SALESMAN—Age 31. Married. Five years experience manufacturing and sales work with well known Connecticut concern. Familiar with various branches of the office and manufacturing end of business. Address P. W. 327.

TRAFFIC MANAGER—Age 35. Experience in shipping, stock and order departments of manufacturing concerns and later as traffic manager. Address P. S. 328.

SALESMAN OR JUNIOR EXECUTIVE—Young married man thoroughly familiar with manufacturing

and insurance accounting methods. Address P. W. 329.

TRANSPORTATION MAN—Age 36. Married. Has always been engaged in transportation work, as claim agent, freight clerk, and traffic manager. Anxious to connect with reliable firm. Permanency more important than salary. Address P. W. 330.

EXECUTIVE'S ASSISTANT—Age 28. Single. Dartmouth graduate. Experienced in personnel work. For 3½ years connected with the woolen industry, working through all departments. Address P. W. 322.

DRAFTSMAN—Man with university training in engineering and two years' experience in surveying and drafting. Has more recently owned mailing bureau business. Address P. W. 323.



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